

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



NOVEMBER IS DIABETES AWARENESS MONTH

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Eleven million Canadians live with diabetes or prediabetes – that's one in three of us. And another is diagnosed with diabetes every three minutes. The number of Canadians living with diabetes has doubled in the last 12 years. It's time to do more. Diabetes contributes to 30 per cent of strokes, 40 per cent of heart attacks, 50 per cent of kidney failure requiring dialysis, 70 per cent of non-traumatic leg and foot amputations, and is a leading cause of blindness. By combining efforts with Diabetes Canada, we can come together with the goal to end diabetes.

	GOING LIVE IN PRINT AND ONLINE: NOVEMBER 3, 2018	GET INVOLVED BY: SEPTEMBER 14, 2018	MATERIALS DUE: OCTOBER 12, 2018
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Coinciding with Diabetes Awareness Month and produced with Diabetes Canada, this special feature will include the following topic highlights:

IMPROVING THE HEALTH OF CANADIANS. Diabetes Canada has identified key areas of improvement – everything from the risks of sugar-sweetened beverages, the lack of policies for youth with type 1 diabetes in schools, the dangers of marketing to kids and more.

HEALTHY LIVING AND NUTRITION. Balancing healthy living, nutrition and exercise are especially important for people with diabetes. We ask the experts for advice.

DIABETES 24/7/365. Diabetes is a complex disease which needs to be managed 24 hours a day, seven days a week for 365 days of the year. Find out about prevention, avoiding complications and programs and services to help Canadians live as well as possible with diabetes.

END DIABETES. Discover the latest accomplishments in world-leading diabetes research being done in Canada.

REACH YOUR MARKET



IN PRINT...

1,168,000

WEEKDAY READERS (National)*

666,000

WEEKDAY READERS (Ontario)*

997,000

SATURDAY READERS (Ontario)*



ONLINE...

7,000,000

UNIQUE VISITORS EVERY MONTH (Globe and Mail multi-platform)†

WITH POWERFUL INTERACTIVITY RESULTS:

35% higher reading time: over 2 minutes on special report articles vs. GAM site average ††

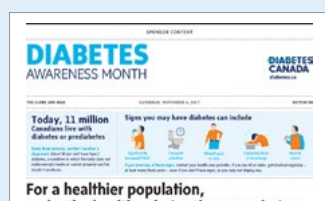
3x higher CTR: on ads next to content vs. GAM site and Canadian average ††



+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...

See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

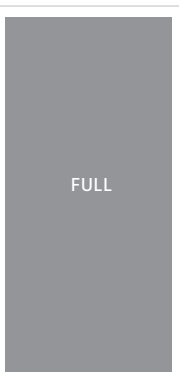
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DIABETES AWARENESS MONTH

PRINT

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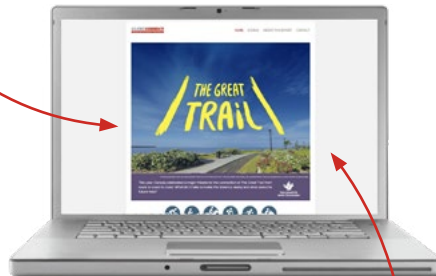
DIGITAL

PUBLISH

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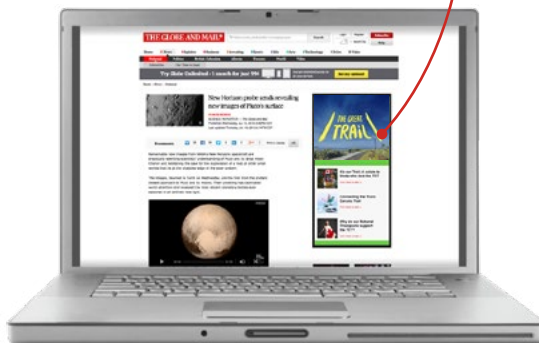


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ADVERTISE

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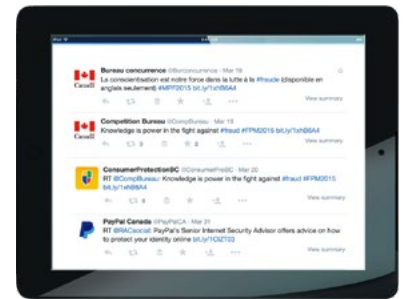
SOCIAL

AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

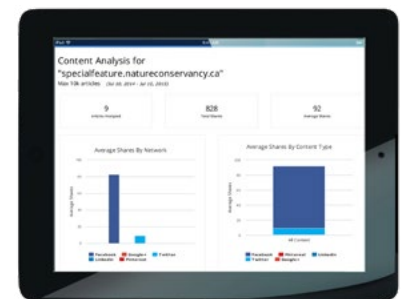
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS